

## CLAIMS

1. An interactive television system, comprising:
  - at least one Web server;
  - at least one television signal source;
  - at least one interactive television, the interactive television including plural television channels and plural virtual channels, each television signal being associated with television content, each virtual channel being associated with respective Internet content, the television channels and virtual channels being selectable by the interactive television in order to display the respective content, the virtual channels being periodically updatable with new content; and
  - at least one ITV system server accessing a customer database to access consumer profiles useful for tailoring virtual channels to a consumer's profile, the ITV system server sending the updates to the television.
2. An interactive television system, comprising:
  - at least one Internet content provider;
  - at least one television signal source; and
  - at least one interactive television, the interactive television receiving content from the Internet content provider and the television signal source, the interactive television including a program for allowing a consumer to select an television channel or a virtual channel, the interactive television including means for periodically updating the virtual channel.

3. The system of Claim 2, wherein the program includes:  
  
logic means for providing plural interactive television channels;  
  
logic means for enabling a user to select an interactive television channel; and  
  
logic means for determining whether the interactive television channel is a television channel or a virtual channel.
4. The system of Claim 3, wherein each television channel is associated with a respective television signal source, and the program further comprises:  
  
logic means for displaying television broadcast content from the television signal source if a television channel is selected.
5. The system of Claim 4, wherein each virtual channel is associated with an Internet content provider, and the program further comprises:  
  
logic means for displaying Internet content from the Internet content provider if a virtual channel is selected.
6. The system of Claim 5, wherein the Internet content provider is a Web server and the Internet content is a Web page.
7. The system of Claim 6, wherein the Internet content is stored in a memory of the interactive television.
8. The system of Claim 6, wherein the program further comprises:  
  
logic means for prompting a consumer for input regarding an interactive television system.
9. The system of Claim 8, wherein the program further comprises:  
  
logic means for receiving consumer input at an interactive television.

10. The system of Claim 9, wherein the program further comprises:  
logic means for transmitting the consumer input to an interactive television server.
11. The system of Claim 9, wherein the program further comprises:  
logic means for transmitting the consumer input to an Internet content provider.
12. A system for enabling a consumer to access the Internet using a television having at least one television tuner, the television including plural television channels and at least one virtual channel, the virtual channel representing a Web page, the system comprising:  
means for periodically sending updates to the Web page to the television, such that the virtual channel is periodically updated thereby.
13. The system of Claim 12, further comprising a memory in the television for storing content of the virtual channel.
14. The system of Claim 12, further comprising a memory remote from the television for storing content of the virtual channel.
15. The system of Claim 12, further comprising a DSL line attached to the television for sending the updates.
16. The system of Claim 12, further comprising a cable modem line attached to the television for sending the updates.
17. The system of Claim 12, wherein the updates are sent via at least one vertical blanking interval (VBI) of a television signal.
18. The system of Claim 12, further comprising:

a conventional television control device receiving consumer input.

19. The system of Claim 18, wherein the system causes the input to be received and stored in memory inside the television at a first time, and then transmitted to a site remote from the television at a second time.

20. A system for presenting television signals and Web pages on a single interactive television (ITV), comprising:

a television tuner supported on the ITV and detecting television signals;

a display on the ITV for, in response to a user channel selection, presenting a television channel or a Web page on the ITV, the Web page being associated with a virtual channel; and

system logic for updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

21. The system of Claim 20, wherein content of the virtual channel is stored in memory within the ITV.

22. The system of Claim 20, wherein content of the virtual channel is stored in memory remote from the ITV.

23. The system of Claim 20, wherein updates to the Web page are sent via a DSL line.

24. The system of Claim 20, wherein updates to the Web page are sent via a cable modem line.

25. The system of Claim 20, wherein updates to the Web page are sent via at least one vertical blanking interval (VBI) of a television signal.

26. A system for presenting TV channels and Web pages establishing virtual channels on an interactive TV (ITV), comprising:

a conventional TV control device receiving consumer input;

at least one virtual channel established based at least in part on the consumer input; and

a display for displaying either a TV channel or a virtual channel based on a user channel selection.

27. The system of Claim 26, further comprising:

means for updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

28. A system for presenting TV channels and Web pages establishing virtual channels on an interactive TV (ITV), comprising:

consumer data;

at least one virtual channel established based at least in part on the consumer data; and

a television for displaying either a TV channel or a virtual channel based on a consumer channel selection.

29. The system of Claim 28, further comprising:

means for updating or changing the Web page associated with the virtual channel, such that a first version of the Web page is displayed via the virtual channel at a first time, and a second version of the Web page is displayed via the virtual channel at a second time.

30. The system of Claim 28, further comprising at least one ITV system server accessing a customer database to access consumer profiles useful for tailoring virtual channels to a consumer's profile, the ITV system server sending the updates to the ITV.

31. The system of Claim 20, further comprising at least one ITV system server accessing a customer database to access consumer profiles useful for tailoring virtual channels to a consumer's profile, the ITV system server sending the updates to the ITV.

32. The system of Claim 2, further comprising at least one ITV system server accessing a customer database to access consumer profiles useful for tailoring virtual channels to a consumer's profile, the ITV system server sending the updates to the television.

33. The system of Claim 12, further comprising at least one ITV system server accessing a customer database to access consumer profiles useful for tailoring virtual channels to a consumer's profile, the ITV system server sending the updates to the television.